

# HELPFUL TIPS FOR HOSTING A SUCCESSFUL Yarn Tasting Event

1. The best results occur when reservations are required.
2. Don't be afraid to charge a nominal admission fee to defray your costs.
3. Refreshments need not be extravagant but enhance the event.
4. Be sure to prepare a "program" listing all yarn details, including price.



5. It is helpful to have swatches worked up in advance.

6. How organized you wish to be is your choice. Some shops go all out by setting up individual "place settings" of yarn or by preparing yarn packets for each attendee. Others simply put out all the yarns with a pair of scissors and everyone has a go at it.

7. If you do not have assistance, it is best to host the event when the shop is closed.

8. Be prepared to suggest appropriate patterns for your chosen yarns.

9. Consider a theme, such as *Luxurious Fibers*, *Multi-colors*, *Single color*, *Specific Gauge*, etc.

10. Advertise your event with enough lead time.

11. Don't forget to take photos and e-mail them to us at [twitter@knittingfever.com](mailto:twitter@knittingfever.com) so that we can promote your shop.

12. Most importantly, ENJOY YOURSELF and HAVE FUN!

